



# CUSTOMER EXPERIENCE SEMINARS (CES)

FOR SERVICE

Frank Favaro



**Mechanical Contractors Association of America, Inc.**

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### CES 100: 4 hours

#### Salesperson to Sales Professional

In this session, we will role play industry specific scenarios that your employees are facing in their current role and get them the practice to handle these situations more effectively. This is a fun/intense session where your employee will get exhibition matches that get them the practice to improve their skill. This session is perfect for salespeople who want to improve their skills and ability to solve customers problems.

- Create uncomfortable exhibition matches that improve performance
- Increase confidence through improved communication
- Learn how to interact with challenging customers
- Make a commitment to themselves to implement

### CES 101: 4 hours

#### New- Effective Employee Coaching- Holding Employees Accountable

In this session, managers are taught the six steps to effective coaching and how to hold employees accountable. This session is perfect for anyone who has direct reports and would like to improve their ability to deliver feedback and improve accountability.

- How to determine specific proficiencies you want employee to focus on
- How to convey positive intent
- How to describe what was observed
- Discuss the impact of behavior or action
- Gaining employee response and working towards an agreed upon path to improve
- Discussion on root causes and developing solutions

### CES 102: 4 hours

#### Customer Experience Action Statement Session

The Customer Experience Action Statement is the most critical part in training employees to provide a positive experience with every interaction. It is an action statement; a clear call to action of what each employee should intentionally achieve every time they interact with a customer. You will also develop a Day in the Life of the customer story. The Day in the Life helps employees walk in the customer's shoes and view the interaction from the customer's perspective, which will make them more present, and have more compassion and empathy.

- Create a personalized day in the life of a customer story that shows the experience through the customer lens
- Create awareness and make employees more present.
- Create 3 Pillars For Customer Experience Action Statement
- Implementation & Execution

### CES 103: 8 hours

#### Immersion – Auditing Negative Cues & Creating Customer Service Guidelines

This is where your company starts to build a culture obsessed with providing an experience to their customers and employees. Understanding in detail your CX journey, methodology, each quarterly session, developing your CX KPI's (key performance indicators), the roles of the leadership team, CX project lead, and steering committee. Review your Company Service Aptitude Test (Co-SAT™) results, reduce your negative cues, create a simple list of non-negotiable standards for every team member to follow, and learn how to hold your weekly CX Meeting.

- Recognize and reduce negative cues
- Create Customer Service Playbook (Never and Always Guidelines)
- Implementation and Execution of KPI's
- Review company C\_SAT - Service Aptitude test
- Implementing tools into team huddles

### CES 104: 4 hours

#### Building Authentic Customer Relationships and Making Price Irrelevant

The pandemic has impacted our employees and their people skills. 92% of sales people state they are having a hard time getting buyers to notice them. In this session we will share strategies that will sharpen relationship building skills and allow for your salespeople to differentiate from their competition. Learn to create systems that easily enable your employees to personalize the customer's experience by engaging them and anticipating and delivering on their needs. Having excellent standards is not enough; you now need to systematize those standards to be realistically delivered consistently.

- Make positive first impressions and audit our negative cues
- Audit your six Critical Professional Relationships
- Train your employees on how to make an emotional connection on every interaction & be great listeners
- Create relationship-building training for new and existing employees, FORD
- Role Playing New Tools

### CES 105: 8 hours

#### Customer Experience Cycle Session- Getting Aligned

Create non-negotiable experiential standards that remove variation and provide a consistent world-class customer experience at every department and touchpoint for each stage of the customer's journey. These experiential standards allow employees to offer a consistently engaging experience that is unlike the majority of competitors.

- Company-wide buy-in
- Interdepartmental cohesion
- Awareness of service defects
- Non-negotiable standards reduce inconsistencies
- Emphasis on experiential opportunities
- Creating Training manuals and standards
- CX metric improvements

**CES 106: 8 hours**

**Becoming A Zero Risk Company**

Anticipate your service defects and have protocols in place to make it right. All employees must have full awareness of the potential common service defects at each stage of the Customer Experience Cycle. Train and empower employees to provide consistent service recovery when defects occur and how to handle challenging conversations.

- Identify where the company drops the ball the most
- Processes to reduce those service defects
- How to handle when they do happen
- Protocols to address angry and emotional customers
- Training your team on how to be the hero when a mistake is made - “hero risk.”

**CES 107: 8 hours**

**World-Class Leadership Session**

Train leaders to lead within your service culture. Create a world-class internal culture that focuses on attracting, hiring, and retaining only the people who can uphold the Customer Experience Action Statement. Every world-class customer service organization is world-class to work for. It takes World-Class Leadership to inspire passion, foster trust, and support teams within a customer-centric culture.

- Interdepartmental teamwork: compassion & empathy
- Clarify handoffs between departments
- Understand how your work impacts others
- Understand your internal customer
- Improve communication
- Day in the life of colleagues

**CES 108: 8 hours**

**Above and Beyond Culture Session**

We will create a constant awareness and branding of how to be a hero. Create an understanding of the most common opportunities where employees can deliver heroic service for the customer. Create an above and beyond culture and develop systems to share the stories.

- Empower employees with autonomy
- Training to recognize opportunities
- Inspiring to think outside the box
- Acquire and document all stories
- Advertise and recognize
- Implement “Day Maker” mentality



**About the Instructor:**

**Frank Favaro** is the President of ServeCentric Coaching in Cleveland, OH. Frank specializes in teaching the CX Coaching system and has eight years of expertise in the Mechanical Contracting Business.

Frank was a 2018 MSCA Sales Masters II graduate and was considered one of the top account executives in the country before starting ServeCentric Coaching.

Frank is licensed and trained by the world’s Customer Service authority, The Dijulius Group and John Dijulius. Frank is the first certified CX Coach specializing in our industry. Frank believes the best sales and marketing strategy is a great customer experience. His coaching track record and industry experience make him a natural fit.

**Contact Information:**

Contact Frank at **330-715-5361** or [frank@servecentriccoaching.com](mailto:frank@servecentriccoaching.com).

**About the National Education Initiative (NEI):**

MCAA will bring lifelong learning directly to you! The National Education Initiative Seminars are our best MCAA/MSCA programs—brought to your local association or even your company. Our goal is to provide ongoing and advanced education and training in support of individual and association growth across the mechanical contracting industry. We offer standard and custom-designed classes exclusively for your association or company’s unique needs and challenges. If you need training quickly or have a large group, we are here to help!

**For more information or to schedule a course:**

Contact **Priya Nirmal** at **301-869-5800** or [pnirmal@mcaa.org](mailto:pnirmal@mcaa.org).



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